THE SELLING GAME

"Tar" and Nicotine Content on Carlton, Within the Code

American Tobacco Company's Carlton is using a "tar" and nicotine statement again. However, it's accompanied by the notice: "NO HEALTH CLAIM IS INTENDED OR IMPLIED BY THIS LISTING."

The disclaimer makes the listing allowable under the voluntary advertising code, and it has been cleared through the code office.

The code office holds that "tar-and-nicotine" statements may not be used in advertising or on packages unless (1) the manufacturer can prove medical significance of "tar and nicotine" content, or (2) unless the manufacturer includes a disclaimer, as American has done with Carlton.

American's ads for Carlton in several areas now say, "The numbers are back on the Carlton pack. If you're interested in the amount of tar and nicotine in the smoke of your cigarette, try Carlton."

The pack says, "analyses of the smoke of samples of Carlton cigarettes are made periodically by an independent laboratory" and that results from "the most recent test period" indicate: A "tar" content of less than 9.5 milligrams per cigarette and a nicotine content of less than 0.6 milligrams per cigarette. The pack goes on to explain that "tar refers to smoke components commonly but inaccurately called 'tar.'"

The introduction has led some to believe a tar derby similar to the one experienced in the 50's is on its way. However, the code office indicates thus far Carlton is the only brand to clear such labeling and a spokesman for the Federal Trade Commission says that the FTC considers the "general atmosphere" far different today from the '50s. By this the FTC apparently refers to caution and tone of today's cigarette advertising.

The FTC got into the act again back in March when it suddenly notified cigarette manufacturers that "tar" and nicotine content would be permitted on cigarette packs and in advertising if no health claims were made. A spokesman for the FTC explained that "evidence that points out the significance of tar and nicotine content to health" has been mounting in FTC files, although no such information has been made public to date. He stressed that the Cambridge Filter Method be used to test such content, which has been stipulated by the FTC all along. There actually is little evidence tha this is a reversal in the FTC position.

Back in 1955 the FTC had issued some guidelines stating its opposition to such content listings, but when its final guidelines for the cigarette industry were about to be issued in 1964 following the Surgeon General's report they only stipulated that the Cambridge Method be used and did not mention disapproval of use of "tar and nicotine" content. Congress later overrode these guidelines and issued its own labeling requirements.

At any rate, following the FTC's letter in March, P. Lorillard pulled out of the code organization. This was followed with the introduction, in several markets, of a new brand called True, which thus far apparently isn't using "tar and nicotine" content on packs, but does apparently have a new kind of filter designed to reduce such content and cool the smoke. The brand's ads are now said to list amounts of tar and nicotine.

MAX HORN OF LANE LTD. ON WENDY BARRIE'S RADIO SHOW

Some have claimed that the letters from the FTC were prompted by a desire to break up the voluntary advertising code organization. The FTC says the letters were prompted by "mounting evidence showing the significance of tar and nicotine" and the different atmosphere in today's cigarette market.

Pipes and Smoking Tobacco Get a Three-Pronged Push

If you've been hearing a lot more about pipes and smoking tobacco lately the reason may be three pronged. First, the Pipe and Tobacco Council has been stepping up its efforts; second, Lane Ltd. has hired a public relations representative, and finally, smoking tobacco sales seem to be showing a distinct rise during the past two months.

Although the Department of Internal Revenue no longer reports figures for sales of smoking tobacco, as they are no longer subject to a federal tax, judging from the new Department of Agriculture figures, apparently, domestic manufacturers about maintained the status quo in the first quarter. Imports of pipe tobacco particularly from the Netherlands, seem higher during this quarter.

But domestic sales have apparently been up for the past two months, two smoking tobacco manufacturers indicate. Thus far in this quarter, sales, as least for these two manufacturers, appear to be up a neat 6 per cent.

Continued on following page

H. B. CONE, President — ALL TYPES LEAF TOBACCO

R. P. WATSON COMPANY

WILSON, N. C., U.S.A.

CABLE "WATSON" — ESTABLISHED 1895

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